NOTICE OF DECISION UNDER REGULATION 32
FILM POSTERS

VIDEO SLICK

TO: The Film and Video Labelling Body Inc.
PO Box 2627
Ponsonby
Auckland

Pursuant to regulation 32 of the Films, Videos, and Publications Classification Regulations 1994 the film poster entitled:

Joey Silvera's Big-Ass Greek Machine of Butt Row

is **Not Approved.**

if approval refused, the reasons for the decision:

The video slick *Joey Silvera's Big-Ass Greek Machine of Butt Row* is made up of a dense montage of images of women in sexual poses and engaged in sexual activity. There is an almost exclusive focus on the women models, posed in a sexually provocative manner which emphasises their breasts and buttocks. In many of the images the women look out of the frame at the camera and appear to be offering themselves directly to the viewer. In others they present their genitals and other body parts to the camera in the same direct way. The result of such a representation, in combination with text which accentuates women's availability for sexual use, is the reduction of women to sexual objects. The overall effect, in an advertisement intended for public display, is degrading and demeaning.

The Classification Office has weighed the competing considerations of the issues raised above and the rights and freedoms set out in s14 of the New Zealand Bill of Rights Act 1990. The degrading and demeaning nature of the material presented makes it likely that, if the video slick were to be submitted for classification under s13(1) of the Films, Videos and Publications Classification Act 1993, it would be classified as objectionable. The slick is therefore not approved. Such a limitation on the right to freedom of expression is justified in order to prevent the likely injury to the public good arising from the availability of the slick.

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Date: 28 October 1998

For the Classification Office (signed):

OFLC Ref: 9801067